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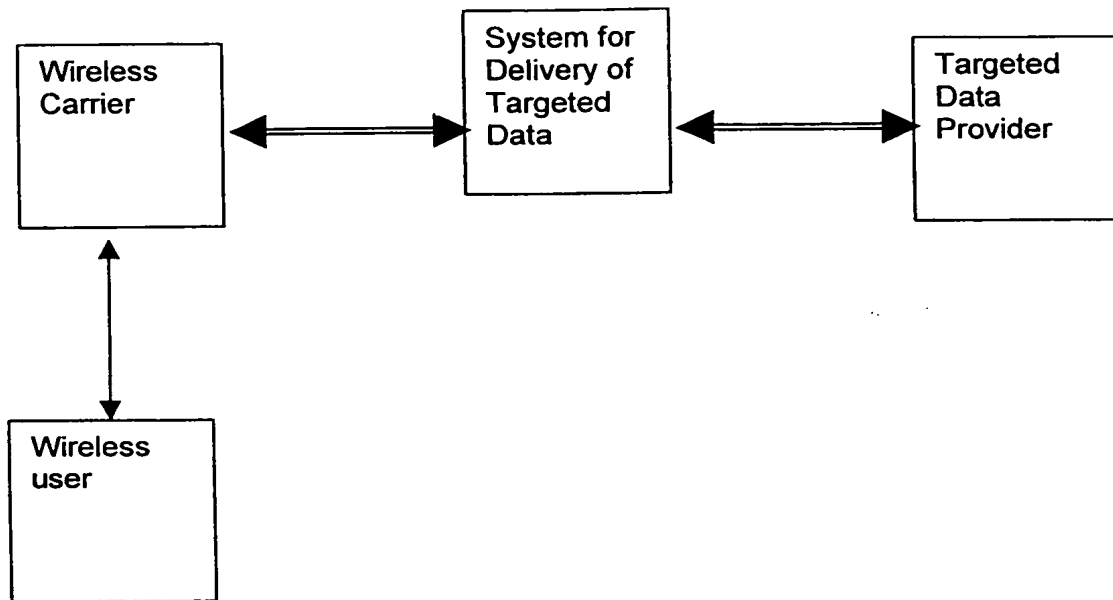


FIG. 1

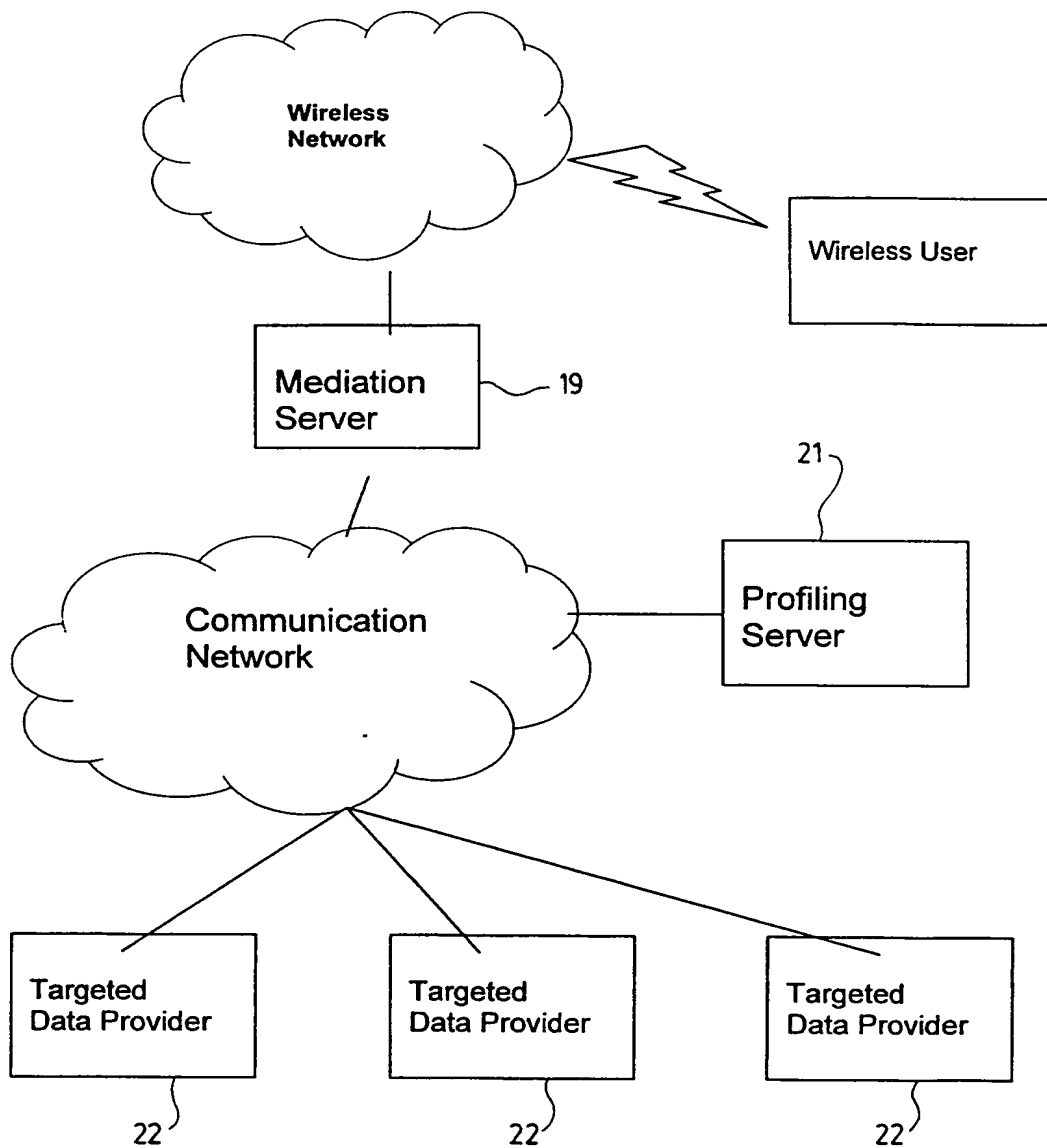


FIG. 2

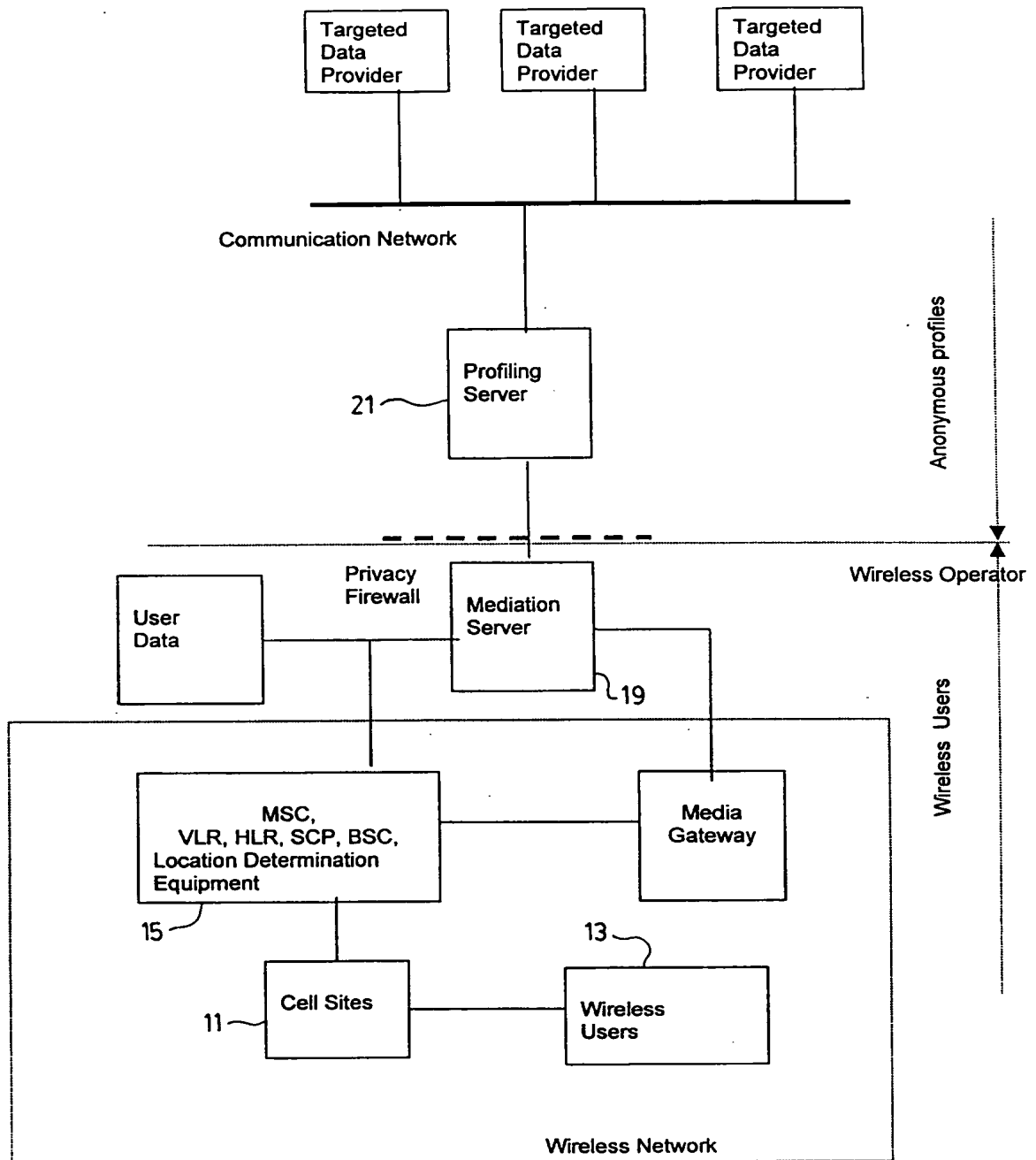


FIG. 3

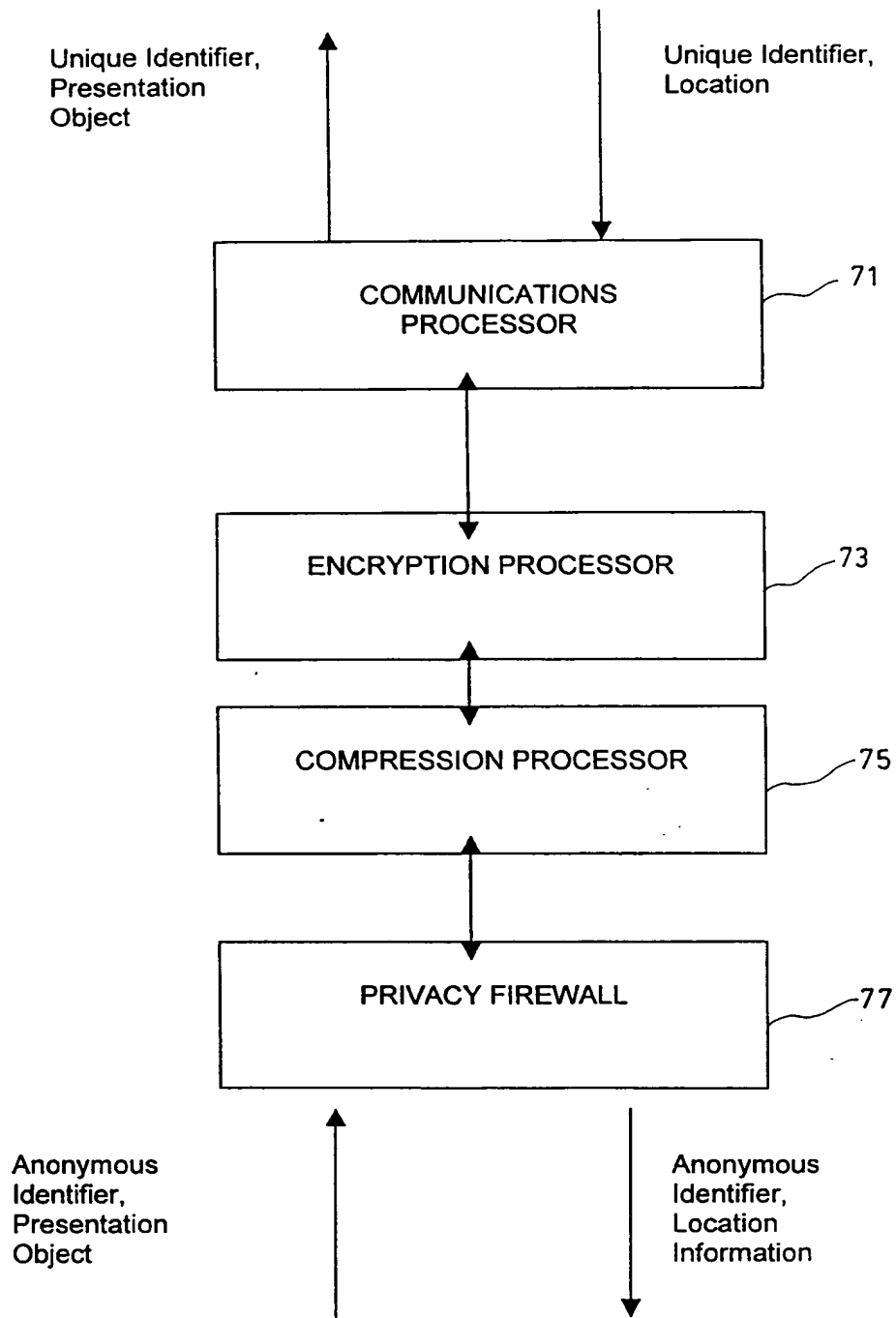


FIG. 4

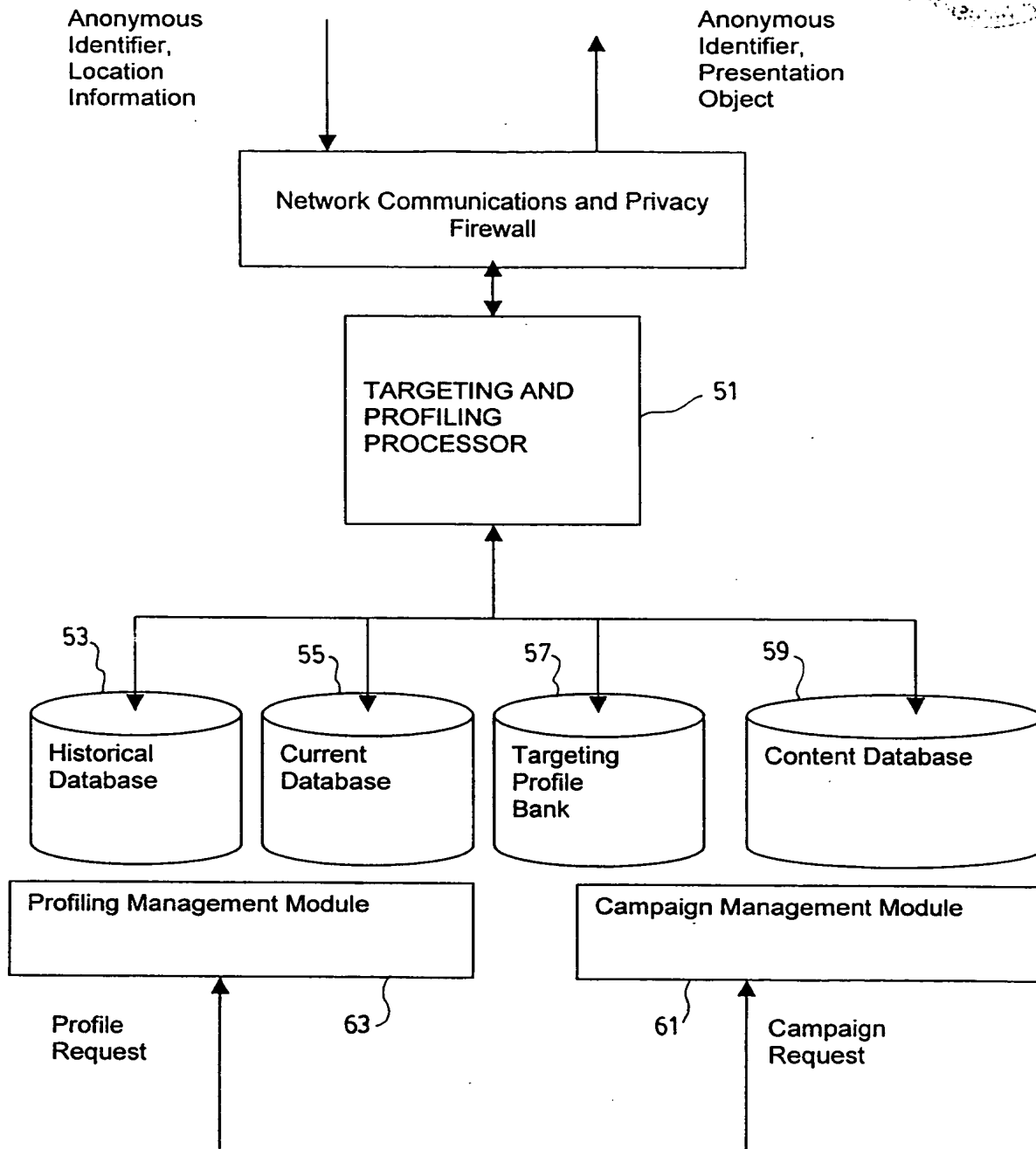


FIG. 5

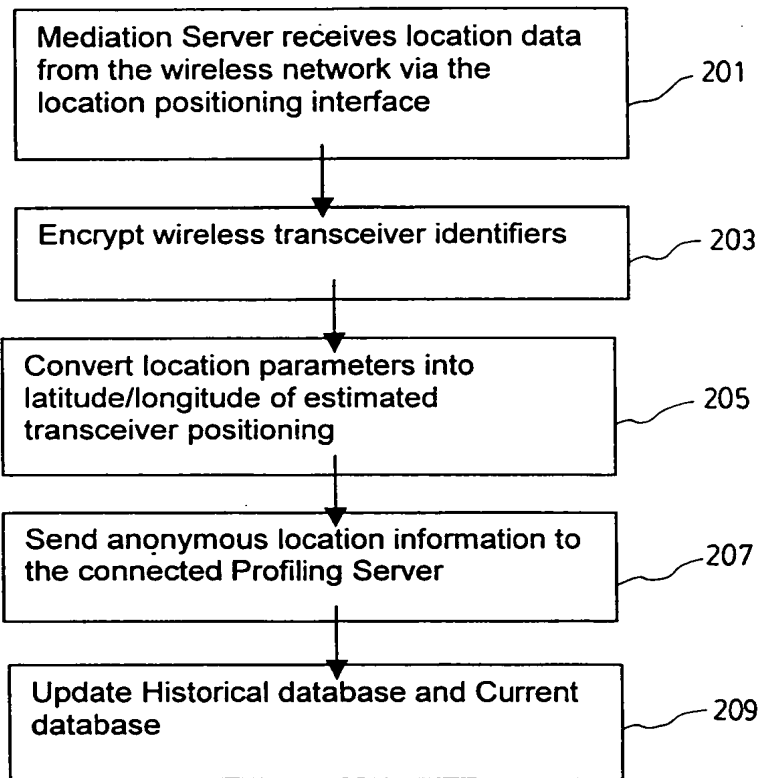


FIG. 6

START

Create campaign by defining
presentation object and
targeted criteria and triggers

101

Launch campaign at a
scheduled time

103

Compare targeted criteria with profile data
including historical data, current location
information and psychographic data

105

Forward the presentation
object to selected anonymous
identifiers via the Mediation
Server

107

Decrypt wireless transceiver
identifiers from anonymous
identifiers

109

Transmit presentation object
to the selected wireless
transceivers

111

FIG. 7

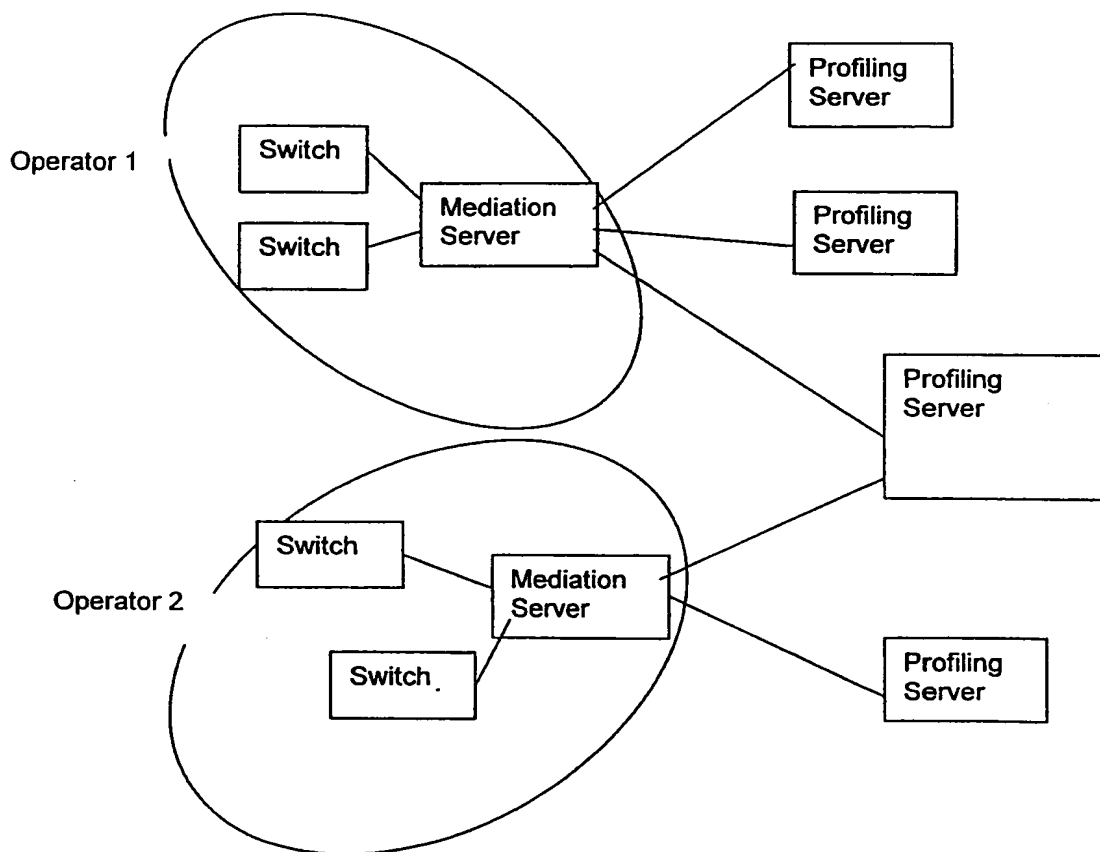


FIG. 8